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GRECI

SUCCESS STORY

Innovating for growth:

A case of logistics digitalization
in the food industry





Interview with Fabio Rota, Logistics Manager at Greci Industria Alimentare

How to optimize logistics flow management through digitalization

An Italian excellence in the food supply chain

Greci Industria Alimentare is a cornerstone of the Italian food industry. With over 100 years of history, the company is renowned for producing high-quality ingredients for professional catering. Tradition blends with a strong focus on innovation, positioning Greci as a leading player in Italy's Food Valley.

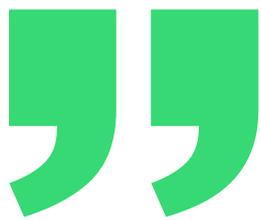
We had the pleasure of interviewing **Fabio Rota**, the company's Logistics Manager, to explore how Greci has embraced innovation to overcome logistical challenges that could have hindered its growth.





Logistical challenges in the food industry

Like all companies in the food sector, GreCI faces logistical complexities that demand precision, efficiency, and flexibility.



*„With approximately 200 employees, we process 140,000 tons of product per year and manage an average of 800 shipments per month across two warehouses. In recent years, **the complexity of logistics and supply chain operations has increased significantly.** Between global economic uncertainties, the fast-paced nature of the food industry, and increasingly demanding market expectations, staying competitive without compromising quality standards can be challenging.“*



- **Fabio Rota**
- Logistics Manager,
- GreCI Industria Alimentare





What were the key logistical hurdles you had to overcome?



*"The main challenges were related to managing **inbound and outbound flows**. Coordinating supplier arrivals and transportation to customers has always been difficult, especially during **seasonal peaks** like the tomato season, when **truck waiting times were particularly long**. Despite high volumes, our load booking processes were largely manual and unstructured, relying on constant phone calls and emails. This often led to inefficiencies that slowed down daily operations.*

On top of that, the lack of precise planning to optimize flows and the labor-intensive processes put additional pressure on our staff, resulting in significant time consumption and increased overtime costs."



Embracing innovation

When did you identify the tipping point for change?



"It was a decision that developed over time. There never seems to be a perfect moment to start an innovation project, but when our traditional processes began to create bottlenecks in productivity, it became clear that a shift was necessary. In a constantly evolving market, adaptation and innovation are essential - otherwise, we wouldn't be here more than a century after our founding.

*For GreCI, **maintaining high-quality standards means ensuring efficiency in logistics processes** as well. To optimize our logistics flows, we set two concrete goals: reducing truck waiting times - both inbound and outbound - by 50% and cutting overtime costs by 20%. Additionally, we wanted to integrate a solution with our management system to **digitalize and automate key processes**."*



How did you approach choosing the most suitable solution?



*"We evaluated several platforms, analyzing both their functionalities to meet our logistics needs and key IT aspects that were important to us. We ultimately chose **CargoON's Dock Scheduler** for three main reasons: its user-friendly interface, the scalability of the platform, and the speed of implementation.*

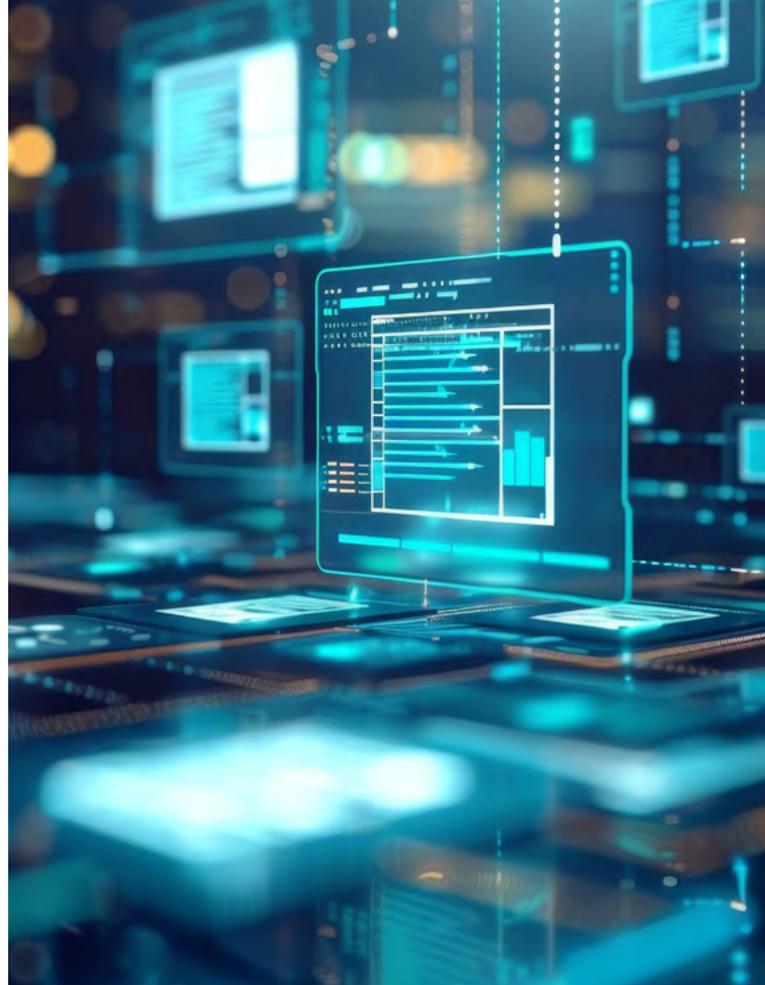
*We needed an **intuitive yet effective** tool to help us schedule time slots more quickly and accurately, automate communication with carriers, and streamline our operational flow. Dock Scheduler proved to be the ideal solution to meet these requirements."*

A tangible and measurable transformation

When it comes to digitalization, Italian companies are often said to resist change. Is Greci an exception to the rule?



"Even though we fully understand the importance of innovation, resistance to change is always a factor. Modify-



ing business processes is a delicate operation that can raise concerns and tensions. I believe that, in addition to the excellent work done by our IT department, CargoON's active involvement was crucial to the project's success. Their expertise and responsiveness made a real difference. They answered all our questions and provided immediate solutions for any operational doubts.

*Another common concern for companies is the **uncertainty around implementation timelines and the adoption of new tools**. However, with CargoON, the integration process was quite straightforward. Within a few weeks, Dock Scheduler was fully operational, thanks in large part to the support we received at every stage of the process. Dedicated onboarding training sessions for both our staff and our carriers undoubtedly facilitated the rapid adoption of the platform."*



Moving toward a more efficient and collaborative future

How would you advise other Italian businesses navigating similar obstacles?

What tangible advantages have you experienced since integrating the new system?



*"The benefits became tangible in a short time. Within just a few weeks, we noticed a **significant reduction in waiting times**. Today, trucks no longer have to wait for hours, and **loading and unloading operations are much faster and more efficient**. Additionally, with more effective planning, our operators have greater control over inbound and outbound flows, allowing them to work in a more organized and stress-free manner.*

*Overall, by optimizing time slot management and increasing automation, we have significantly **reduced manual processes, improving efficiency**. This improvement is particularly evident during peak seasons, when our staff can handle unexpected situations more effectively.*

Moreover, these positive results have been instrumental in demonstrating to company leadership that investing in logistics process optimization is not just about ROI - it benefits the entire organization."



*"Looking ahead, I believe that adopting Dock Scheduler has opened up new opportunities to further improve our logistics processes. We can now tackle challenges with greater confidence and build a **more collaborative and efficient digital supply chain alongside our partners**.*

*Investing in digitalization is not just about implementing new technologies - it's about transforming and enhancing the way we work. For companies like ours, which prioritize quality, neglecting technology would mean losing competitiveness. My advice is to invest in **scalable solutions** that allow for a gradual and sustainable transition without disrupting existing business processes.*

*For any company looking to evolve and stay competitive, technology is an essential ally - even in **human relationships**. With Dock Scheduler, we have not only improved our operations but also strengthened our relationships with partners. I highly recommend considering this solution to anyone looking to optimize their logistics flows."*



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